

MILLER & RHOADS

The South's Largest Department Store

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The First Week of Christmas Shopping Begins To-Morrow This Store Is Splendidly Ready to Meet Your Every Need

What Shopping Early for Xmas Means to Shoppers

To-morrow inaugurates the Christmas shopping campaign for 1909. Xmas shopping is a task with some people, with others it is a pleasure. Of course the bewildering array of goods, the crowded streets, the excited and seemingly endless throngs surging through the store all on happy missions make one feel the pleasure of living, but they are not very conducive to making a wise choice in your purchase.

'Twas only the other day we heard a customer remark that "I always make it a point to have all my Xmas purchases made by the first of December." It is a fact that people are shopping earlier each year, and it was to this end that we arranged to have our holiday displays ready a trifle earlier than usual. We want you to come and look to your heart's content. We want you to take your time. We want you to enjoy the largest and most comprehensive holiday displays we have ever presented.

Our advertising will give you daily hints of "What's what" for Xmas, but thousands of "gift things" will never find their way into print.

Shopping for Xmas will be a jolly task if you come early and shop leisurely. It will indeed be a pleasure to shop in this store, where we have arranged for your convenience in every way possible.

Bring out your Christmas list and begin the campaign to-morrow ahead of the crowding, jostling throng.

Beautiful Evening Silks in a Special Display and Sale

In the Silk Section, beginning Monday and continuing throughout the week, we will feature a display and sale—An exposition of the new and beautiful in Evening Silks.

The occasion is one at which you can study leisurely the correct style word from the leading fashion centres. Every new fashion thought, and there are many, will be revealed in this unsurpassed assemblage of Evening Silks for evening wear—Theatre Gowns, Reception Dresses, Opera Coats, etc.

Satin Premier, \$1

20 inches wide, high luster, in real French shades.

Cashmere Crepe, \$1.98

40 inches wide, one of the very newest things for evening dresses.

Crepe de Chine, \$1

40 inches wide, in old rose, pink, white and black.

Brocade Satins, 75c

15 inches wide, all pure silk, in beautiful patterns, light blue, pink, mauve, lavender, peach, Nile, old rose, reseda, mulberry, tan, Copenhagen and gray.

Panne Crepe de Chine, \$1

24 inches wide, in a range of beautiful evening shades.

Brocade Satins, \$2.50

27 inches wide; very stylish.

Satin Brocades, \$1

19 inches wide, in beautiful evening shades.

Bijou Silks, 39c

25 inches wide, in a full range of evening shades.

Jersey Faille, 85c

Full line of evening shades.

Satin Messalines, 59c

In a wide range of beautiful evening shades.

Messaline Trauers, 75c

Bordered Crepes, 69c

In light colorings for evening scarfs and waists, etc.

Diagonal Silks, 39c and 50c

In all the evening shades.

Seco Silks, 29c

Dotted Seco Silks, 39c

Booth of Xmas Fixings

Nothing but holiday accessories, the little things so necessary for the completion of the Xmas packages.

We strongly advise early purchasing in this department. Many of the articles cannot be reordered, being goods that were made by special order.

Holiday Seals, Stamp Seals, Initial Seals, String Tags, Address Labels, Shipping Tags, Gold and Silver Cord, Holly Boxes of every size and shape, Holly and Xmas Crepe Paper, Tissue Paper, Coin Cards and envelopes, Holly Festoon Garlands, etc. In fact, everything accessory to the gift is gathered here.

The Doll Court of Queen Louise

Doll-dom is presided over by Queen Louise, the greatest doll value ever offered children at \$1.00. The doll stock ranges in price from 25c to \$0.00.

Doll Tea Sets, China Tea Sets, Doll Clothes Line and Pins—everything to delight little girls.

Gift Books

This display is too large to even attempt a description, the prices are very popular, and you should make it a point to visit this section.

Hammered Brass Jardinieres

Most acceptable as Xmas gifts are the Jardinieres in hammered brass. This shipment is limited, so you had best come early Monday for these.

These Jardinieres were bought at a special price, and you get the benefit of the savings.

8-Inch Jardinieres, with ball feet, worth regularly \$3.00; special at \$2.00.

8-Inch Jardinieres, with handles and ball feet, worth \$2.50, at \$2.30.

10-Inch Jardinieres, with ball feet, worth \$3.00; special, \$2.80.

10-Inch Jardinieres, with handles and ball feet, worth \$3.98, at \$3.10.

Regular \$6.00 Solid Brass Umbrella Stands; special at \$4.80.

Sale of 300 Women's and Misses' Suits at Most Unusual Prices



Record-Making Purchase Enables Us to Offer the Season's Greatest Sale in Suits.

Last week our suit buyer was in New York and secured two of the greatest suit values ever brought to Richmond. These two extraordinary purchases will be offered you to-morrow.

This sale, coming just at this time, will be welcomed by all shoppers. The first real winter is here, the holidays are fast approaching, and no thrifty shopper will delay her purchase.

Here is the story of this interesting sale. Three hundred suits, every one portraying the latest style tendencies. Over fifty different styles of materials are embraced. The savings amount to one-third and one-half. For this sale the suits are divided into four lots at four prices.

Your attention is directed to the window display, and you are asked to come as early as possible during this sale. Rapid selling will follow this announcement.

LOT 1.—This lot shows Homespun and Vicuña Cloths in navy blue, gray, olive, taupe and dark wine. The coats are very stylish, full 42 inches long, lined with guaranteed satin; the collars are plain and moire faced. The skirts are in the new plaited models. These suits are worth regularly \$30.00. This sale.....

LOT 2.—Includes Broadcloths, Striped Serges, Chevrons, Men's Wear Worsted and other suitings, in many different styles. The coats are 42 to 45 inches in length, linings are guaranteed, and all of these suits are strictly man tailored. Under ordinary conditions and in regular stock these suits would sell for \$25.00. This sale.....

LOT 3.—Beautiful staple colors: Blues, taupe, raisin, olive, also black. The materials include Wale, Cheviot and Serges of fine quality. Stunning long coats up to 48 inches. Coats with the new roll lapel. You never saw a better or more stylish suit at \$30.00. This sale, special.....

LOT 4.—Here we have a great surprise for you. Women's and Misses' Coat Suits, 42 to 45 inches in length, with plain and velvet collars. Every desirable material is represented in this lot. The colors and shades are greatly varied. Many entirely new models are shown. Not a suit in this lot worth less than \$30.00; many of these suits worth \$40.00. This sale.....

\$9.98

\$13.98

\$17.98

\$23.75

Dress Goods!!

Out of the Ordinary Values for Monday

For Monday selling we offer many unusual values in Dress Goods. You know our reputation for good values in Dress Goods, and when we tell you these will establish new records, you may feel sure of real bargains.

50c Worsted Suitings, 39c

35 inches wide, in black, navy, new green, smoke, catwaba, garnet and Dresden, only about twenty-three pieces in this lot, all solid colors.

50c Woolen Suitings, 39c

36 inches wide, new stripe designs, in the most desirable colorings.

\$1 Suitings, 59c

50 to 56 inches wide, in striped mannish effects, a regular \$1.00 quality for 59c; only eight pieces in this lot.

New Diagonal Suitings, 75c

46 to 54 inches wide, in Dresden, artichoke, new green, navy, smoke, amethyst, castor, old rose and black.

Hopsacking, \$1

54 inches wide, heavy, suitable for tailor-made gowns, in Copenhagen, brown, Oxford, castor and reseda.

Table d'Hote Monday, 12 to 3 P. M., 40c.

Pickled Oysters, Asparagus Chips on Toast, Saratoga Chips, Vanilla Ice Cream, Creamed Rolls, Coffee, Tea or Chocolate.

Holiday shoppers will find the restaurant a delightful place to lunch. The menus are dainty and appetizing, and you save time and the fatigue of going back home to lunch.

The Enduring Charm of Oriental Rugs

What could be more beautiful in homefurnishings than Oriental Rugs?—the soft, shimmering colors changing as the different rays of light are reflected.

The charm of an Oriental Rug is enduring—is lasting.

The question is as to where you should buy your rugs is best answered by a look.

We want you to look at, to study, these values mentioned here:

3 ft. 6 in. by 4 ft. 6 in. Antique Shirvan Rugs, very silky, gold and blue and rose and blue; special, \$85.00.

Shirvan Rugs, 3 ft. 6 in. by 5 ft. 6 in., blue, rose, gold and green medallions and all over effects, \$25.00 values, \$10.50.

3x5 Beloochistan Rugs, dark, rich colorings, all over designs; \$25.00 quality, \$18.75.

Shiraz Rugs, 3 ft. 6 in. by 5 ft. 6 in., all over and plain colorings, very rich and silky; special, \$18.75.

Silky Cabistan Rugs, 3 ft. 6 in. by 5 ft. 6 in., beautiful soft colorings, worth up to \$35.00, \$25.00 each.

Antique Shirvan Rugs, very silky, gold and blue and rose and blue; special, \$85.00.

3 ft. 6 in. by 6 ft. Antique Mossul Rug, very silky, rose ground, \$40.00 value, \$30.00.

4 ft. 6 in. by 7 ft. 6 in. Kazak Rugs, long silky pile, very choice pieces, worth up to \$45.00, \$30.00 each.

3 ft. 3 in. by 8 ft. Mossul Rugs, beautiful ball pieces, very silky; \$50.00 value, \$32.50.

5 ft. 6 in. by 7 ft. 6 in. Antique Kazak Rugs, very fine pieces, blue and rose and green and rose; regular \$75.00 quality, \$52.00 and \$55.00 each.

Fancy Linens, But Not at Fancy Prices

The charm of your table depends upon the silverware, glassware and linens, but principally upon the linens.

Not only in table linens, but in all kinds of linens for all uses you will find our display unequalled.

Fine quality Fancy Linens, Round Scalloped Edge Centrepieces and Table Covers, embroidered in beautiful designs, size 24x24, at \$1.25 each.

Square Scalloped Shams or Table Covers, embroidered in several beautiful designs, size 30x30, each, 50c.

Scalloped Shams and Table Covers, hemstitched with three rows of openwork, size 30x30; regular 50c grade; special, each, 30c.

Fine quality Hemstitched and Embroidered Pillow Cases, size 22 1/2x36; special, per pair, \$1.35.

All pure Linen Hemstitched Table Cloths, size 8-10; the regular \$1.75 quality; special, \$1.39 each. Hemstitched Lunch Cloths, with three rows of open work, size 64x54; regular \$1.50 quality at 89c.

Cold Weather Turns Our Thoughts to Warm Bedding

Comforts

Beautiful patterns of Comforts, covered with silkoline, large size, floral designs, at \$2.00.

Excellent quality Cotton Comforts, 72x78, nicely covered, in pink, blue, white and lavender, blended with green, at \$2.50.

The Celebrated "Hygela" Comfort, 72x78, dark as well as light colors, silkoline covered, with satin border, at \$3.50 and \$4.00.

Specials in Blankets

White Blanket, full 10-4, with pink and blue border former price \$3.00, now \$2.50.

The same as above, 11-4, special price for three days only, \$3.00.

Finest quality Red Blanket for the price, full 10-4, pure dyed scarlet wool; special price, \$3.00.

Gray Blankets, 11-4 size, beautiful border, in colors pink, blue and red, at \$3.50.

The Fur Season Opens To-Morrow

There Was Never a Season of
More Beautiful Furs at Lesser Prices

We open the Fur season TO-MORROW. True, we have made showings before, but this first extensive display you should attend, and when you come, come with time enough to make comparisons with what you have seen, what you have heard of and with what you will see here.

Shoppers will be buying furs this week. Of course, our large selection is up to the standard, and just now the assortment is particularly large. The choicest furs go first, and there's no reason why you should wait.

The prices below will hardly give you any idea of the high quality and beauty of these furs. Your presence will be required.

Mink Sets, \$35.00 to \$135.00.
Black Wolf Sets, \$30.00.
Blue Wolf Sets, \$30.00.
Baum Martin Fox Sets, \$35 to \$60.00.
Lynx Sets, \$60.00.
Persian Leg Set, \$20.00.
Persian Paw Sets, \$10.00.
Squirrel Sets, \$15.95.
Black Coney Set, \$15.50.

Blended Squirrel Muffs, \$3.95.
Black Coney Set at \$4.95.
Black Wolf Scarfs, \$15.00.
Opossum Scarfs, \$2.95 to \$5.95.
Fox Scarfs, \$4.95 to \$85.00.
Mink Scarfs, \$10.00 to \$110.
Mink Muffs, \$10.95 to \$100.
Blended Brook Mink Scarfs, \$8.95 to \$15.00.
Sable Squirrel Scarfs, \$8.50.



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